J-36-J	8/4/98
SUBJECT:	Price Increase and Alliance Accrual Increase on Forsyth Contracted Private Label Brands

DISTRIBUTION:

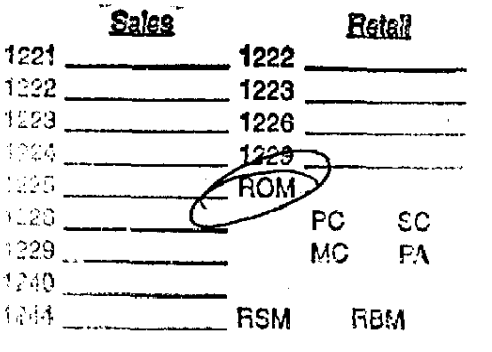
X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

The following is the text of a Western Union Fax/Mailgram sent today, August 4, 1998, to our wholesale and retail Contracted Forsyth Tobacco Products customers. Region Operations Managers should voicemail this information to Division Managers, Entry Level Managers and Sales Reps, followed up with a hard copy.

RJR personnel with Contracted Forsyth account responsibilities should contact key wholesale and retail personnel. During those contacts you should advise these wholesale and retail customers that while Forsyth increased the price of its products by $.60 per carton, the entire $.60 will be returned to them through their Alliance Accrual Fund until further notice. At the same time, we are re-evaluating our Forsyth Private label program for possible restructure going forward.

Program Contacts: Your Region Business Manager
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY



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Source: https://www.industrydocuments.ucsf.edu/docs/mxgy0000